



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

FISH AND WILDLIFE SERVICE

For Release FRIDAY, NOVEMBER 22, 1940

PROMOTE BETTER FISH MARKETING

Promotion of better markets for fish all over the country will be sought by the Fish and Wildlife Service under plans recently submitted to Secretary of the Interior Harold L. Ickes.

Representative members of the industry, called into conference by Charles E. Jackson, Assistant Director of the Service, already have expressed approval of the tentative program which contemplates the stationing of men along the seaboard and also at interior points. While details as to date, number and location of the assignments have not yet been worked out, operation of the program is expected to lead to the inauguration of a system under which, if a surplus of fish should occur at a production point, the agent at that point would get in touch with officials in the interior markets and find out where the fish could be diverted or what disposition could be made of them. The agents then would endeavor to stimulate the interest of retailers in handling the fish, meet with the wholesalers, and carry out general work to expand the market facilities for fishery products. In addition, the industry would cooperate in the plan by conducting consumer educational work.

With \$25,000 made available for the program, its administration will be under the supervision of R. H. Fiedler, Chief of the Service's Division of Fisheries Industries.

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